



To: You

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RE: 13 Funny Things This Year- *Fear Not Friday the 13th*

Research 13 is celebrating over one year in business this month. So we thought we would give some observations about the year – "13 Style." Hopefully you'll find this as fun as we did. We also hope that knowing a little more about the good things of 13, you will experience less fear on Friday the 13th. And we've thrown in some Presidential elements to commence your President's Day weekend.

The Number 13 is as Patriotic as the Flag



There are a lot of good things about 13 that the forefathers of the United States embraced. Our country's founders chose 13 colonies. Educated people are less scared of 13, including some of our greatest educational institutions. For example, Harvard's got 13 colleges. The flag's got 13 stripes. The presidential seal's eagle has 13 arrows in its claw.

There are several US flags in our country's early history with 13 stars. One flag has a green field and a blue canton with 13 gold-painted stars arranged in rows. This gold star flag was flown by the "Hero of Bennington" General John Stark. On August 13, 1777, en route to Bennington, British Colonel Baum learned of the arrival in the area of more than 1,300 militiamen under the command of General John Stark. General John Stark gave his New Hampshire troops a rallying speech that would be the envy of any football coach today. He said, *"My men, yonder are the Hessians. They were brought for seven pounds and ten pence a man. Are you worth more? Prove it. Tonight, the American flag floats from yonder hill or Molly Stark sleeps a widow!"*

The number 13 has been called the baker's dozen because bakers know it's great to have an extra chocolate chip cookie – just in case.

Yet, people are often fearful of thirteen on Fridays.

Research 13 – Data Quality & Clean Technology



13 Hits Movies and TV

Embrace fear. Have a fearless Friday the 13th and know that if you go to the new movie Friday the 13th, you will probably burn more than the 70 calories of an average movie (average without butter flavor popcorn and ice cream, that is) because your heart rate goes up when you are aroused at a movie. You might also burn some more calories if you watch the new thriller TV show called XIII which stars Val Kilmer. According to NBC – Thirteen (the TV show) *“... is a high-stakes cat and mouse thriller starring Val Kilmer and Stephen Dorff. This adrenaline-charged miniseries begins dramatically as the first female U.S. President is shot dead by a sniper during her Veteran's Day speech.*

13 Gasoline

13 and Gasoline – hey that rhymes! The Texas AAA announced at one point that “gasoline prices are \$1.30 cheaper than last year.” How can this be you ask? Well, in our estimation the OPEC nations are showing their power. In addition, they are quieting those who are addicted to oil into thinking we should save the big three automakers. We estimate that some significant help is needed for the auto industry because of the potential domino effect that could result if the big three and supporting industries were shut down in an already “down” economy. However, focusing on “the stimulus” plan seems to have overshadowed gasoline as of the time of writing this. Gas is still important as we are exporting billions of dollars importing oil. I could go on and on about OPEC, cartels and how when Iraq and Iran cheated on the cartel it actually saved our family budgets some, however, I want to keep this a 13 page document.

Gasoline is definitely low on the design engineers’ priorities at the big three. The big three took billions from the government to develop hybrids, yet, they did not bring any to market until after the Japanese automakers. Ironically, the Japanese automakers brought hybrid cars to market because they saw that our U.S. government was financing hybrid research. So, our politicians were “right” initially (this doesn’t roll off the tongue easily). I’d also note that the OPEC nations are major stockholders in the big three. Ironic to be bailing the big three investors who are rich from oil. Many cars today have worse gas mileage than autos of the early 1900s. If you are looking for a bad customer experience example: “just go car shopping.” This is what I used to tell my market research students. Does this mean “Karma” is why we are not buying a “car for ma” this Valentine’s Day? You sure would make a car salesmen happy if you bought a car right now.



President O'bama.



On presidential election day last year, our Research 13 poll showed President Elect O'bama up by 13%. President O'bama collected 13 million email supporters, including one Research 13 email. We love much of what O'bama has started. He is more in touch with more Americans than other politicians. I think his understanding of the legal ramifications of "not giving bonuses" made it a little weird that he attacked Wall Street for giving bonuses to people. Capitalists may be less pleased with O'Bama as a result.

Wall Street compensates employees based upon their performance. If an employee named Paul is scheduled to get a big bonus based upon his performance, you give it to him so he doesn't walk to another firm and make the other firm money instead of yours. Bonuses are not just given willy nilly in most Wall Street firms. And, it will take some time to get contracts on these things leveled out to where it doesn't seem awfully distorted. And, Wall Street guys take huge risks and get huge pay checks as do Pharmaceutical companies. It's capitalism in a democracy.

If I were to make one presidential suggestion, I would suggest that our President revive that brand called the "President's Physical Fitness."



The President's Challenge motto is: "You're it get fit." Go to: <http://www.presidentschallenge.org>. It would be great if enough people did it that the President could no longer sign the certificates because of time constraints.

As a great leader, the President should get people to get more fit. Size and weight are not as important as fitness and a fit work force is a more productive and healthier work force too. Does this go along will **ALL OTHER US PROGRAMS?** I say absolutely. I'd like to know what percent increase in our work force productivity our president could bring about with his oratory skills.

If you are wondering how fit you are after the superbowl party or those extra drinks because of bad economic news, you can test yourself by the guidelines at <http://www.adultfitnesstest.org> (also part of the presidents challenge). How we entertain ourselves is one way to improve health. If you ice skate for 13 minutes you can burn 100 calaroies. Bowling instead of going to the movies could burn 400 more calories. If you drink water at the movies you could burn 70 calories just sitting there. Butter flavoring and beer and pizza at bowling are not factored in. Walking or riding a bike instead of riding the bus, reduces carbon emissions and is healthier for you too. More people are riding the bus in Portland.

Portland's Tri-Met up 13

We do some transit related surveys at Research 13. We noted that in July while doing some transit research that the number 13 really hit Tri-Met when we look at the 2008, July Max ridership records:

- 9.2 million monthly rides on bus and MAX were taken during the month of July. The first time monthly rides have been greater than 9 million. A 13.3 percent increase over July 2007.
- Monthly rides on MAX set a new record, 3,457,200 trips, a 13.2 percent increase over July 2007.
- Monthly rides on buses were up 13.3 percent, totaling 5,756,200 trips over July 2007.

We have hypothesized that the increase in Tri-Met ridership was causally related to gas prices. Pretty likely you say? I would agree. But what would get nearly 130,000 to ride max in single day in December of 2008? That's right – Portlanders aren't big on driving in the snow & ice when chains are required downtown. A new PDX winter wonderland song could be: "Well, the weather outside is frightful, but on Max, it's so delightful. And since my boss wants me to go, let it snow, let it snow, let it snow." This also shows us that 3.9 million Max trips isn't too far out of reach. Although nearly nobody was riding max the first day of winter when some areas of Portland had a ton of snow and a friend measured snow in West Linn at 13 inches deep on Pete's Mountain Road.



Max is a great aid to the development of the Portland metropolitan area which takes polluting buses off the road replacing it with cleaner electric trains. Quite a bit of capacity is readily available by just adding train cars to the train. Tri-Met also had a “hybrid electric” bus on display at this year’s Better Living Show (www.betterlivingshow.org).

TriMet announced that the economic recession is forcing the agency to cut its FY10 budget by \$13.5 million, which totals a 5 percent across-the-board cut. TriMet is developing a proposal to reduce service, with details available today-- Friday, February 13.

2008 Olympics

The Chinese were awarded the Olympics on July 13, 2001. This gave them time to make the 2008 Olympics the most expensive of all time. The Chinese spent more than the GNP of Guatemala or Ecuador (est.US \$42 Billion), although this is roughly what the US is spending on Homeland security. There were lots of Olympic moments and 132 new records were set.

Only those of us obsessed with the number 13 would have noticed that when the US played China in the opening of the Olympic basketball, Yao Ming wore number 13. Unfortunately for him, the number 13 was not a lucky charm. The US Men’s Basketball was up by 13 points with 13 seconds to go in the first half of the game against China. And the US men never looked back and brought home the gold.

By August 13, Michael Phelps had won his 5th and 6th Gold Medals, shattering world records and eclipsing Mark Spitz and Carl Lewis with medals won. Usain Bolt may have been the fastest man on the track but not in the pool. Although, I would say his endorsement prospects are currently not “smoking hot.” Also on August 13, the Womens Gymnasitcs final showed fantastic performances by the US and Chinese. The Chinese took advantage of their “home court advantage” and perhaps also took advantage of underage children. Several publications, including the state-run Xinhua news service, cited one Chinese team member He Kexin's age as 13, which is under the official age limit of 16 years of age.

Superbowl (continued)

The Superbowl of 2009 Launched with Lynn Swann from Superbowl 13. Bradshaw launched a few passes to Swann in those old games. However, I was a diehard fan of the Cowboys in those days because Bob Lilly, number 74 was my football hero.

On January 17, 1971, the Cowboys made the Super Bowl, against the Baltimore Colts, only to lose 16 to 13, on a field goal in the final nine seconds. In '72, number 74 and the rest of the Cowboys won



the Super Bowl against the Miami Dolphins, 24-3. Lilly's 29-yard sack of Dolphin quarterback Bob Griese (an NFL Record) is one of the most memorable plays ever.

The Sporting News named Lilly a member of the All-Century NFL Team and "the greatest defensive tackle in NFL history." Tom Landry said of Lilly: "As I've said before, another Lilly won't come along in my time. We're observing a man who will become a legend". He also said that "Nobody is better than Lilly".

Only 5 Years until 2013

As businesses such as Research 13 took on their 5 year business plans in 2008, they noted that in five years it will be 2013. So what you say? Perhaps this is less significant than Y2K, but some things will be different. For example, the Mayan Calendar won't work as it ends in 2013. This could be devastating to Mayan calendar refrigerator magnet sales 😊. Nostradamus is also said to make some predictions for 2012. The Kyoto Protocol ends in 2012 and so we need another plan started in 2013. There are 13 climate change bills proposed with Lieberman-Warner the most successful. We need some longer term stimulus plans too that are longer than election cycles. The Mayans did it, so can we. Or, like the Allen Toussaint song, see *Yes We Can*. Or the O'Bama 13 minute speech on YouTube in New Hampshire – Yes we can www.youtube.com/watch?v=Fe751kMBwms

Economy 13

Currently, most US households are spending about 13% of their budget on groceries and food. Even those with incomes over \$80K per year are spending 12%. Perhaps it is more expensive wines that push that bill up. However, pet food is also a significant part of people's budgets. You've probably heard before how some pet owners feed their animals better than themselves. A holiday meal has gone up \$20 in just 5 years. Some of this has been because of a bread shortage which has led to wheat price increases and also gas making freight more expensive.

Investors in the stock market have been pretty likely to have had their portfolios drop about 30-40%. Even the conservative Oregon College savings plan has done poorly. Those with CDs and bonds have done relatively well and this has led to Treasury bonds being up 13% as people have shifted from stocks to government backed bonds.

I have heard some economist say that they the economy will spring back in 2009 in the summertime. This reminds me of two years ago when I saw a quote from Fed Chief Ben Bernanke on February 28th, 2007: "*(Mr. Bernanke) feels markets are working well after Tuesday's big drop.*" I believe Mr. Bernanke was hoping everyone would be more optimistic. Well, now we are in the worst economy since the great depression and it is easy to find things to be fearful about when you can combine



unemployed and underemployed and get an unemployment rate of 13+%. Since 70% of our economy is driven by consumer spending we need to spend some more. Trouble is credit is unraveling this spending engine and Wall Street is still unwinding from those products that leveraged us 70 to 1. This means we need three prongs in our stimulus toolkit – we need to attract investment, increase government spending and consumer spending immediately in the short run. Interestingly, some of the same conservatives bashing O'bama for government spending plans are forgetting the 100 billion they voted we spend on Iraq's infrastructure. I agree with Thomas Friedman in his book, *The World is Flat* that “we try... nation building at home.”

Remember those “union yes” ads of the past? We need some “USA yes!” campaigning. Even though treasury sales are up we have a Treasury PR problem. And, as sure as there are 13 stripes in the US flag, you should tell 13 people of great products you have found that are made in the USA. Every dollar we spend here gets multiplied in our economy about 2.5 times over. If you buy a luxury SUV from out of the country, that money goes out of our economy where foreigners get to invest the money and if you buy a gas guzzler you are also shipping dollars out for foreign oil so that ski areas can be built in the desert (Google search for ski resorts in Dubai).

I'd like to see some investments in sustainable energy and we have some in Oregon. Portland is rated number 13 for the amount of manufacturers overall by Manufacturers News Inc. Better than Philly and Atlanta. Portland hosts 1,335 manufacturers and employs 50,556 workers which is about one fifth (21%) of the states' jobs. Perhaps more accurate is they did employ about 50K.

Buy an Electric Car

There are now more than 13 manufacturers working on electric cars. If you convert your car to electric you can buy American batteries, an American motor and other parts and also get a tax rebate. Marshall Fields in Chicago and Gimbels in New York had large fleets of trucks delivering goods for miles around without ever having to stop at a gas station. They not only worked, they were reliable and relatively low cost. That was while carrying as much as five tons of freight! Or, if you can afford a Tesla roadster, it will be “made in a America.” Do you think electric cars are slow? The Tesla can do a quarter mile in under 13 seconds and gets the equivalent of 130 miles per gallon.

If I were to buy an electric car, I'd like to have a Fisker Karma. This is a car with an eco-chic design. Google Fisker Karma to see for yourself. Why aren't we bailing out some new technology that we might export like Tesla cars?



President 13

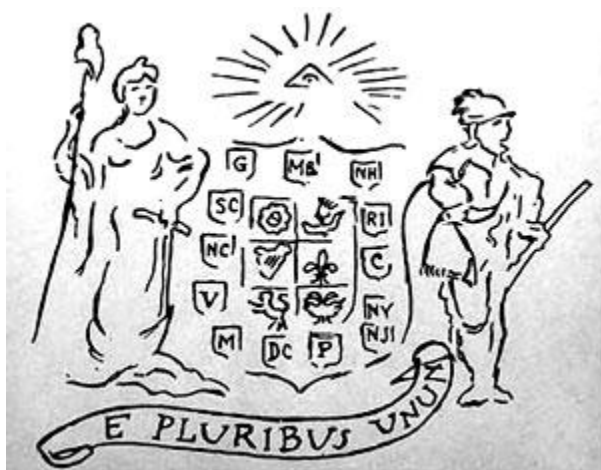
This presidents weekend, I'd like to remind you that Millard Fillmore was the thirteenth President of the United States, serving from 1850 until 1853, and the last member of the Whig Party to hold that office. I know, you said "so what." If you are like me, you probably do not remember him. You may recall that he was famous for "nothing" because he failed to win re-election with the "Know Nothing Party." Jokingly, I'd like to suggest that if he had a pollster, I don't think his pollster would have liked the "know nothing" factoid problem. I think more people are probably aware of the "know nothing party" than the name of our 13th president (we had to look it up).

The tip or morale in this is: do not have "know nothing" as part of your presidential platform or you'll lose the election. One focus group should have solved this issue, but focus groups were really rare in the 1850's.

The number 13 shows up quite a bit in American Presidential politics even though we haven't had 13 colonies in a long time. We still have the 13 stripes in the US flag. Additionally, the President's White House has 130 rooms and the Presidential Seal has a picture of an Eagle with 13 arrows in the Eagle's left claw and the right claw has an olive branch with 13 leaves. There are 13 small stars around the eagle's head and also 13 white balls which early on looked more like clouds. There are actually 10 things "of 13" on the Presidential Seal if you start counting things like e pluribus Unum has 13 letters. It means: *Out of many, one*. As we elected our first black president is even more poignant that the phrase actual comes from a poem. In the poem text, color est e pluribus unus describes the blending of colors into one.



One depiction of early drawings of the presidential seal, first drawn July 4th 1776, had “e pluribus unum” and subsequent sketches talked of the stars as a “constellation” of 13 stars and that it was rays of light through the clouds.



July 4th, 1776 “seal” sketch (left). Note the pyramid that is on money is also shown. The 13 things in the center underneath the pyramid with rays of light are the 13 crests of the 13 colonies. Lady liberty is to the left.

The final sketch of the seal was done in 1782. I'm sure you also have met designers that take their own sweat time too, however, this way before MS Paint. The clouds look much more like clouds here.





Go Beavers!

There is a lot of affection for OSU Beavers in my family, even though my sons and their friends seem to be diehard UofO Duck fans. My eldest son is named after my grandfather who helped the first black player on to the OSU football team with a scholarship. In his letter of recommendation he did not mention that the player was black, so the story goes, unfortunately, there was some protest. However, my grandfather got the coach to have the player live with him. This same grandfather is the one who gave me an affection for the number 13. He claimed to “never lose” on Friday the 13th whether it be basketball or football. And he’d tell his players this and they’d tell the other team and it was probably superstitious kids that made it come true. Granddad was a scientist who didn’t believe in superstition. I think he’d find it a great thing that the president’s brother in law is now coaching at OSU, his alma mater. There is a growing scholarship to OSU in Granddad’s name at Pendleton High School.

Alternative Energy 13

A panel of wind, government, and public power experts from across the United States selected Aspen Municipal Electric from 13 public power utilities nominated for their award this year. This sixth annual award was created in conjunction with American Public Power Association (APPA) and the Demonstration of Energy-Efficient Developments (DEED) Program to recognize public power wind pioneers and leaders. Steve Lindenberg of DOE's Wind Powering America Program will present the award at APPA's National Conference in New Orleans on June 24. Aspen is always showing off.

Go Ducks!

I was there for the new Oregon Matthew Knight Arena (MATT) groundbreaking! My kids were wearing their Nike Oregon gear they go for xmas too.

I was generously given tickets to a couple Ducks Games in the past year. The latest was at Mac Court. My Kid’s were not interested in Daisy Duck Bingo and spent their money on duck grub. Oh well. I think my kids will remember because they were a part of history at the MAC that day – the groundbreaking day for MATT.

Phil Knight and Ahmad Rashad were there too to dedicate the new Mathew Knight Arena which will be on E. 13th Street in Eugene. Our seats in the MAC were not as good as some as we were in Row 13 section 109 with beams and rafters around (really true). Hopefully we’ll have some noisy foot rests to stomp on in the new arena. It’s fun to stomp out the competition with my boys. My 13 year old



yelled “O” more than anyone in our section. The Ducks were playing ASU. ASU’s number 13 guard made some free throws with about 13 minutes to go in the second half and the Ducks never recovered after they were down by 13 in the second half.

The new MATT arena will be able to seat about 13,000 for concerts and 12,541 for games. They say it will be even louder than the old MAC and will have first class seating. The Athletic Director, Mr. Kilkenny, said Mr. Knight gave him \$50 not to have to speak. It must be bittersweet to give \$5 million for an arena named after your son who drowned when he was only in his 30s. More info on MATT at www.godunks.net.

My kids unanimously liked the Ducks football game last year, when the Ducks won, better than the basketball game, when they lost. In that football game, the Ducks beat the brainy Stanford birds in the closing minutes. Again my kids were instrumentally “Yell-0” and single handedly disrupted some quarterbacks audible signals. The Ducks were the better bird in the rain that day.

Superbowl (More stuff)

For me, during superbowl I think of my grandfather, and he was the one who made me aware of the number 13, and Friday the 13th. I believe I said something like, 13 is bad luck. He said, no, I never lost a football or basketball game when I coached on Friday the 13th. We then talked about why. I asked him if the other team being superstitious played into it. He said it didn’t hurt their chances if the other team was superstitious.

I had a Sears uniform that had Cowboys number 74 on it during the first superbowl I remember. My grandfather was at one time one of Bob Lilly’s coaches –Mr. Cowboy for the Dallas Cowboys. I never played American football except when I broke my arm playing flag football in college. Not a career ender though as I played flag football again the next year. My friend across the street was a Miami fan and he seemed to be too happy about Miami wins in grade school. Interestingly enough, this same friend played on my college flag football team and we actually ran some winning plays from the neighborhood in college flag football. My cousin was a Redskin fan and/or that’s the uniform he got for Christmas. They got beat by Miami too. None of us wore a pro uniform that wasn’t from Sears. Now you can buy jerseys from 7 stores in every mall.

Lilly was inducted into the Pro Football Hall of Fame in 1980, his first year of eligibility, and The Sporting News named him a member of the All-Century NFL Team and "the greatest defensive tackle



in NFL history". I give my grandfather credit for Lilly's success and for my fondness of Friday the 13th and the number 13.

Research 13

Some people have asked why the name Research 13. Originally, it was because of the elevator speech: *Did you ever notice some elevators and buildings have no 13th Floor? Well, I'm the research department on the 13th floor when you get too busy!*

Also, when I was contemplating what to call the business I was surrounded by 13s. For example, the parking lot in the office I started in NW Portland had a 13th parking spot right on 13th street. I noticed that the Oregon Entrepreneurs Network (OEN) often meets at 1313 Lovejoy at Bridgeport Brewing, which is the epicenter of the craft brewers' scene that helped make Oregon suds famous. I was meeting people at the coffee shop on the corner of 13th & Kearney too.

One simple reason for naming the company Research 13 is that the URL www.research13.com was available. Someday I'll have a killer website at this address, however, right now, I'm more likely to be like Bruce Springsteen or an NFL quarterback and spend website development money to go to Disneyland (Disneyland is at 1313 S Harbor Blvd, Anaheim, CA 92802). Most of the time you can find me at my office in West Linn, you know, the city that was incorporated in 1913.

Please send us some prayers so we don't have to declare Chapter 13. We like Philippians 4:13 and Ephesians 6:13 along with First Corinthians 13. First Corinthians is particularly good for tomorrow's Valentine's day since it describes Love. Happy Valentine's Day! And for this Economy, Exodus 14:13 "Moses Answered the people. Do not be afraid." And, in today's gadget filled world, if you do get behind Moses in the desert, have your GPS at the ready. And thank you for reading this far.

After reading all of this you might note that it is font size 13 and this was 13 pages. Now you're thinking I'm crazy. Which is okay, however, I prefer the word eccentric. Please send your fan mail or corrections, concerns and edits.

And don't forget that if you see something newsworthy with the number 13 on it, please send it our way to bob@research13.com or (503) 863-9913. Next time, with your help, perhaps I can fill all of page 13 too.